

FIG. 2

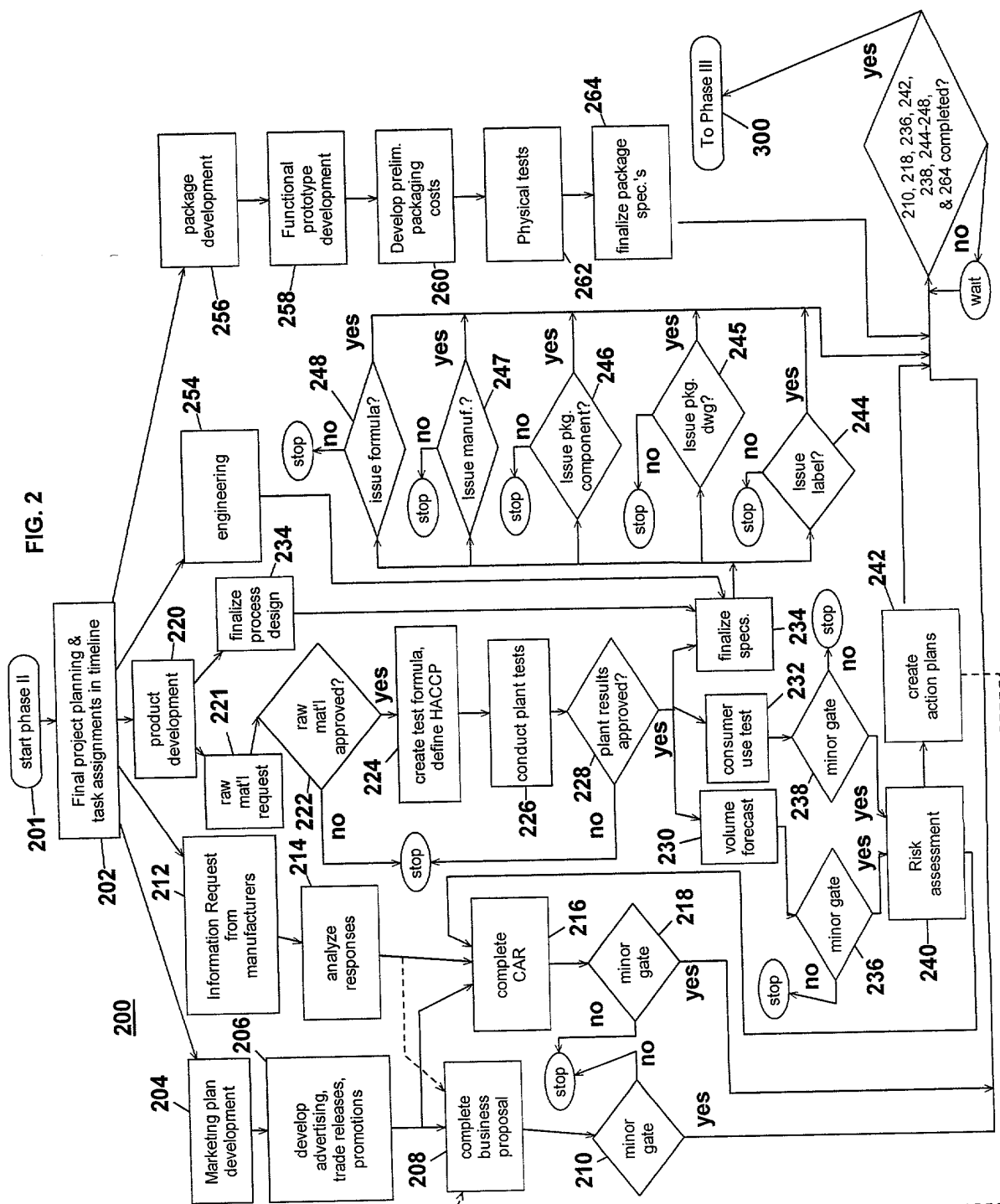
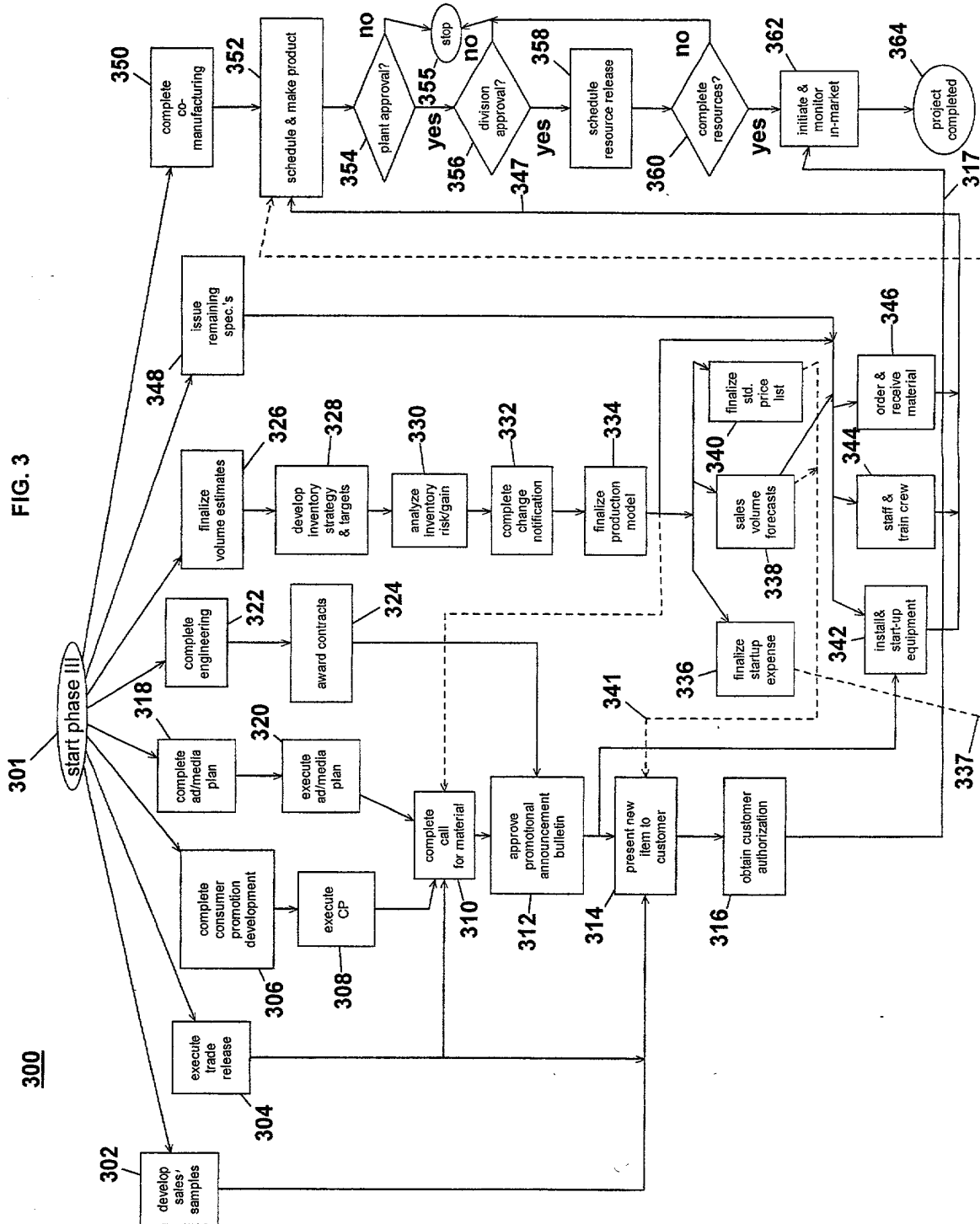


FIG. 3



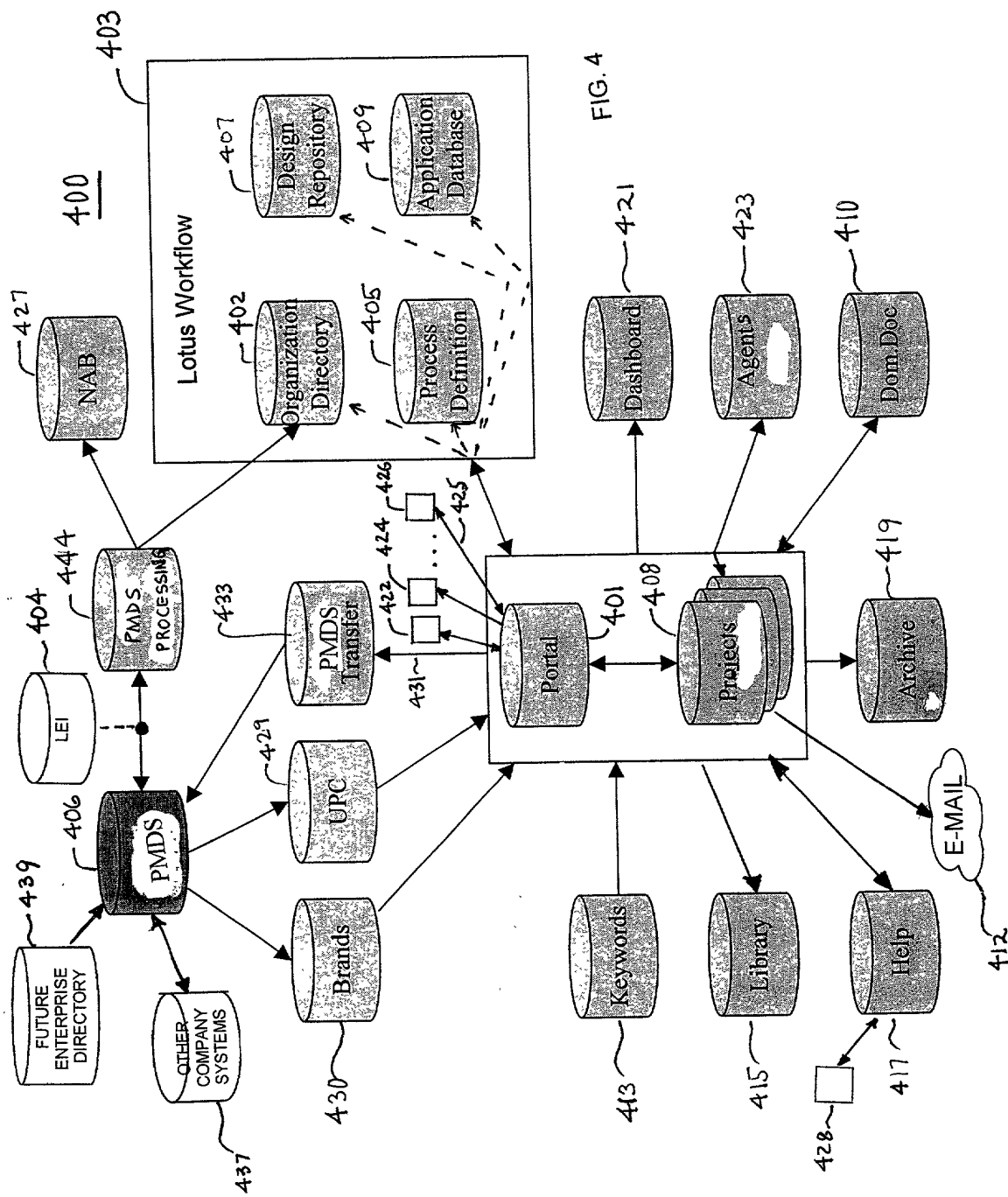
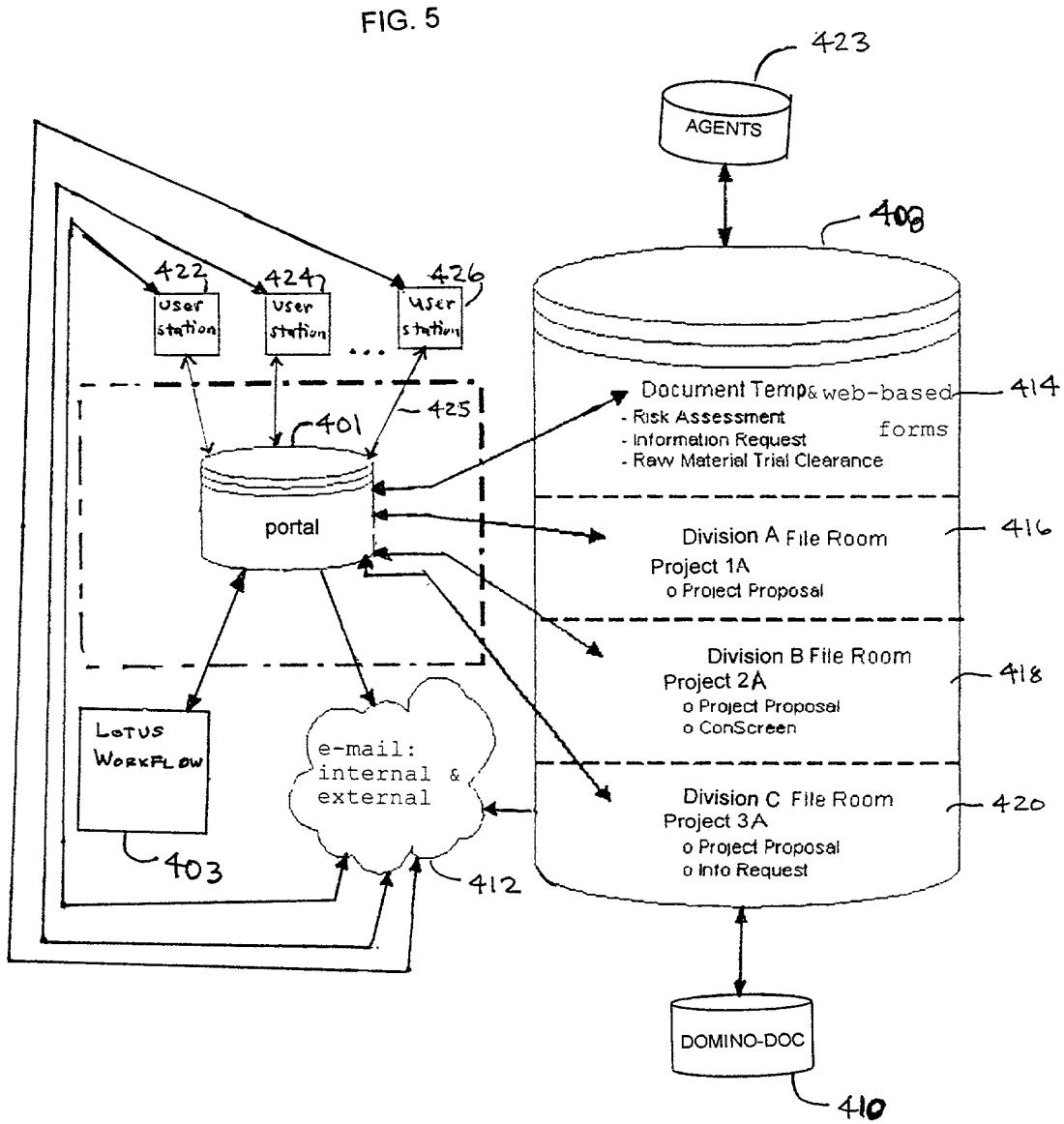


FIG. 4



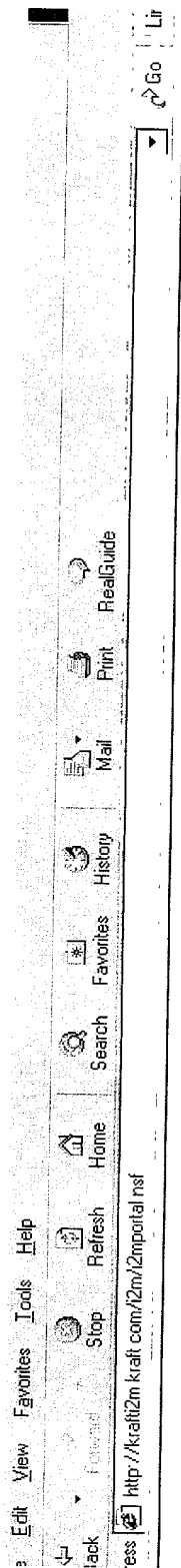


FIG. 6



*Idea to Market*

Please enter your Username and Password

Username:

Password:

Login

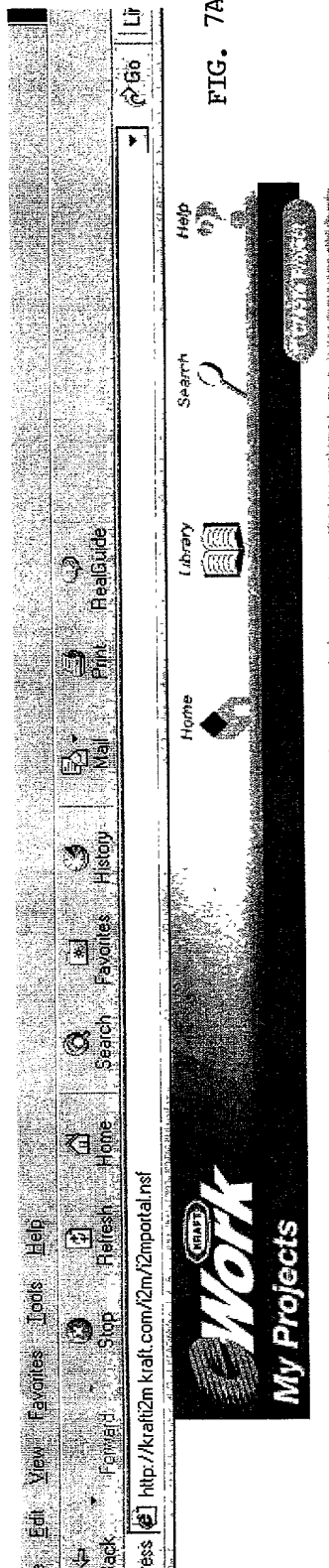


FIG. 7A

Project Name	Planned End	Current End
Preservatives	02/19/2002	02/26/2002
Portion Control 25ct	03/20/2002	03/20/2002
CC-Kosher for Passover	04/03/2002	04/05/2002
Project SnowID	10/03/2002	
Lion-Bartier Whipped Cup	03/12/2002	03/13/2002
CC-Snack Bars Pkg re-design/re-r	06/14/2002	05/23/2002
Hercules Packaging	05/14/2002	08/02/2002
CC- Devo Whipped	06/18/2002	07/30/2002
CC-Phila Blue Door Club Shipper		12/06/2001
Girlscout	02/24/2003	12/03/2002
Chocolate Cream Cream Cheesecake	12/12/2001	01/23/2002
CC-Pop99 3# Loaf	06/07/2002	06/06/2002
Shrink-Wrao MasterPack	03/28/2003	03/07/2003

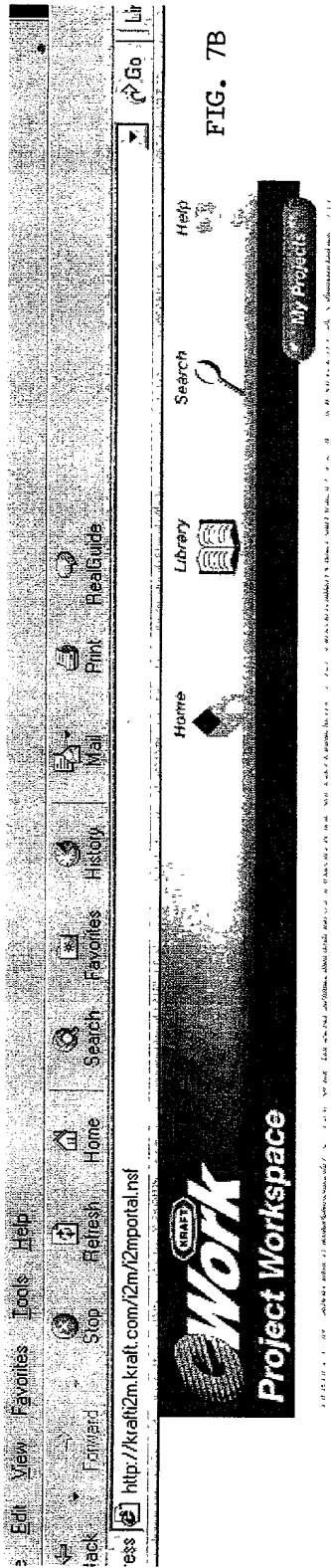


FIG. 7B

### CC-Snack Bars Pkg re-design/re-name

View Timeline	Documents	Team	Start Date	End Date	Status
---------------	-----------	------	------------	----------	--------

- ✓ Complete Project Setup & Phase 1 Timeline
- ✓ GATE - Route Project Proposal for Approval
- ✓ Complete & Issue CN-Finished Goods (FG)

06/03/2001  
06/27/2001  
02/07/2002

Complete  
Complete  
Pending



3 Edit View Favorites Tools Help

Back

Forward

Stop

Refresh

Home

Search

Favorites

History


Mail

Print

RealGuide

Address bar: http://kraft2m.kraft.com/2m/2mportal.nsf

Go Lib

**eWork**  
Project Workspace

Home

Save

Help

FIG. 7C

My Tasks

View Timeline

Team

Project Info

Project Admin

Email - Attachments or Links - Microsoft Internet Explorer provided by Kraft Foods...

Send Documents:

To:

Subject:

Email Body:

Send As:

42\_5g.doc

42\_5g.doc

ATT4Y25.doc

42\_5q2s.doc

Project Proposal

ATTKYIUS.doc

ATT4Y25.doc

42\_5q3s.doc

42\_5n3s.doc

42\_5q2s.doc

ATTKYIUS.doc

Links

Attachments

Local Intranet

[Back](#)
[Forward](#)
[Stop](#)
[Refresh](#)
[Home](#)
[Search](#)
[Favorites](#)
[History](#)
[Mail](#)
[Print](#)
[RealGuide](#)

[Edit](#)
[View](#)
[Favorites](#)
[Tools](#)
[Help](#)

[http://kraft2m.kraft.com/2m/2mportal.nsf](#)

FIG. 7D

[My Tasks](#)
[View Timeline](#)
[Documents](#)
[Project Info](#)
[Project Admin](#)

Project Leader: Amy Hannus  
 Change Agent: Karen Gannon

Project Info: ahannus@kraft.com  
 Project Admin: kgannon@kraft.com

Untitled - Message (Rich Text)

File Edit View Insert Format Tools Actions Help

Send Send To Send To All Send To All Send To All Options...

To: Hannus, Amelia C.; Gannon, Karen; Gates, Christa A.; Zoellner, Monica L.; Rotermund, Jon  
 Cc: ...  
 Bcc: ...  
 Subject:

Jeff Rosnow - Kraft Strategic Initiatives Group  
 Phone: (608)285-6032 or ext. 46032  
 Fax: (608)285-6109  
 Email: jrosnow@kraft.com

Local intranet

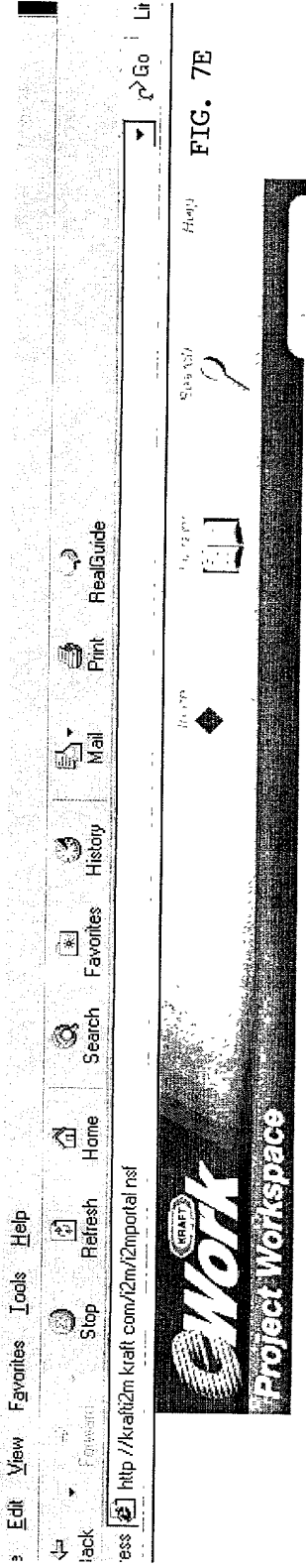


FIG. 7E

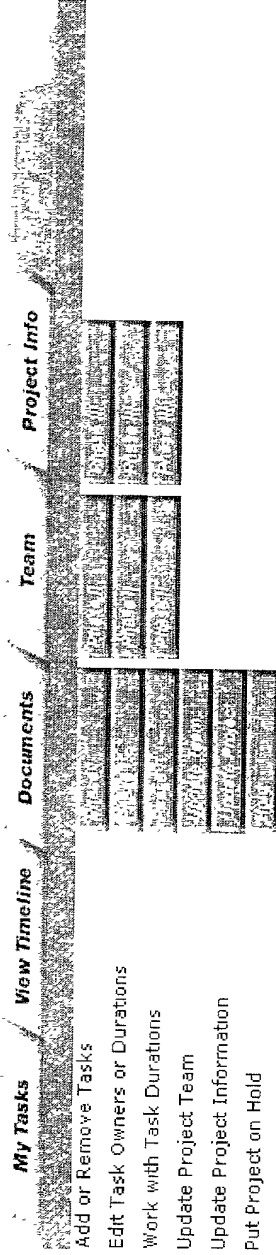
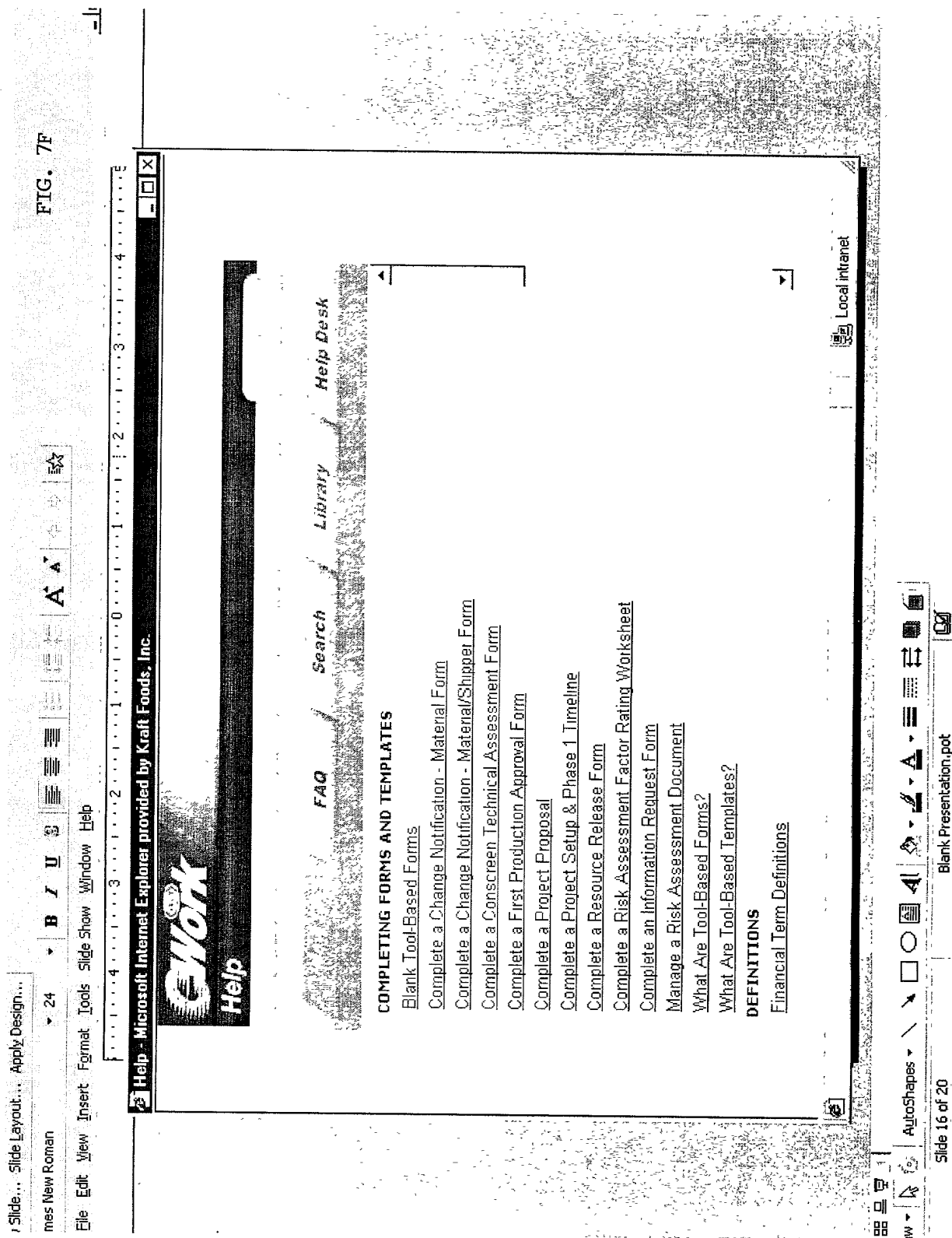
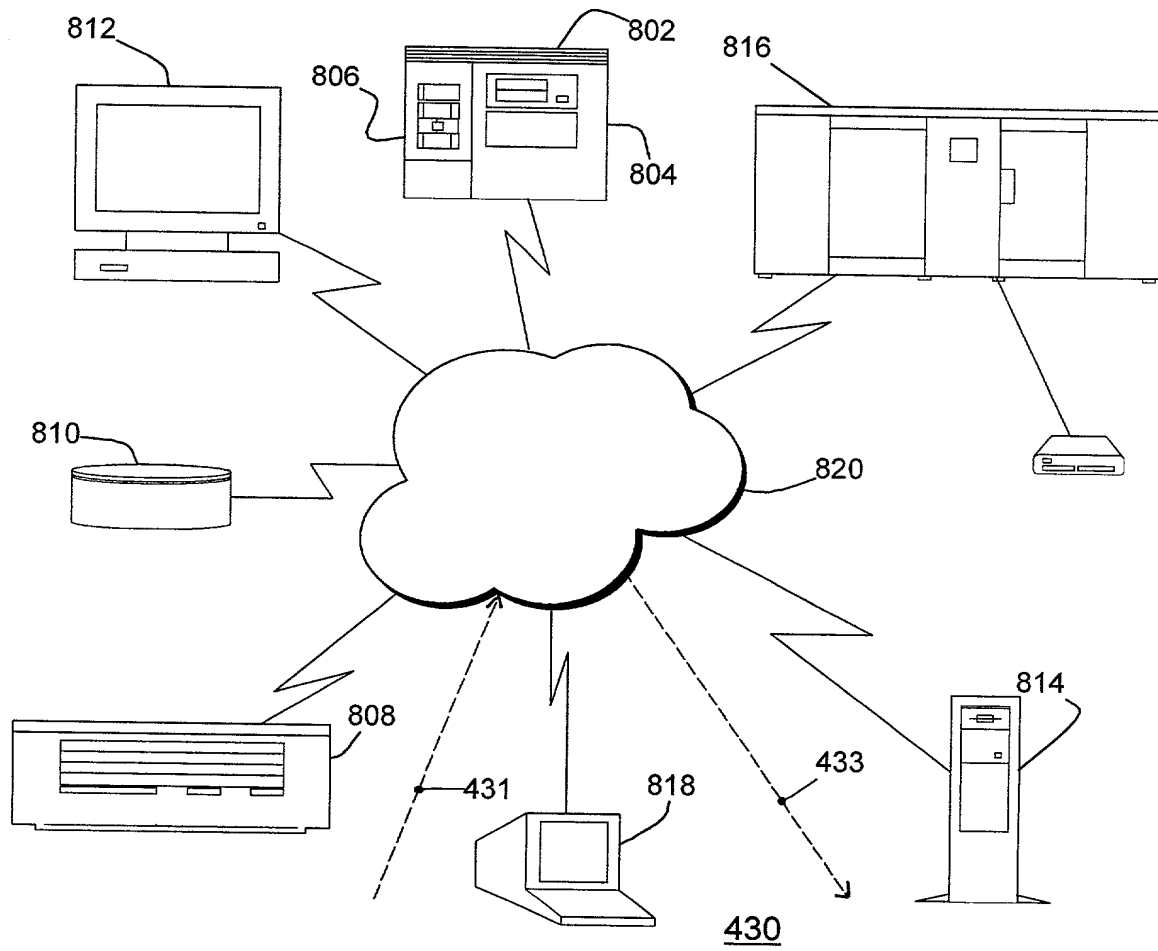


FIG. 7F



## Timeline Summary For KCD

Growth		Brand Maint.		Problem Solving		Quality	
Project Name	Planned End	Current End	Phase	Next Date to Complete	Gate Planned End		
CC- Devo Whipped	06/18/2002	07/30/2002	2	Issue Product Spec. Family (inc. P			
CC-Po99 3 # Loaf	06/07/2002	06/06/2002	2	Issue Product Spec. Family (inc. P	03/04/2002		
Non-Barrier Whipped	03/12/2002	03/13/2002	2	Issue Pkg Component & Drawing(s)			
Shrink-Wrap MasterPa	03/28/2003	03/07/2003	2	Issue Pkg Component & [GATE - Issue Pkg Component & Drawing(s)]			



**Fig. 8**

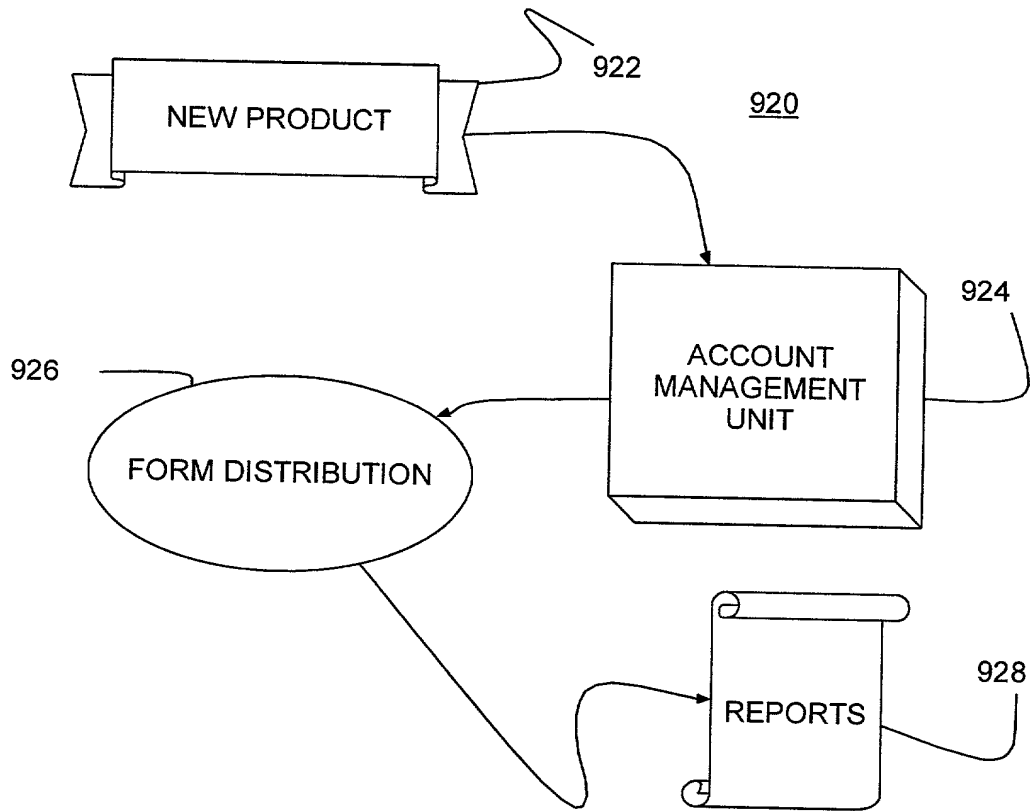


Fig. 9A

FIG. 9B

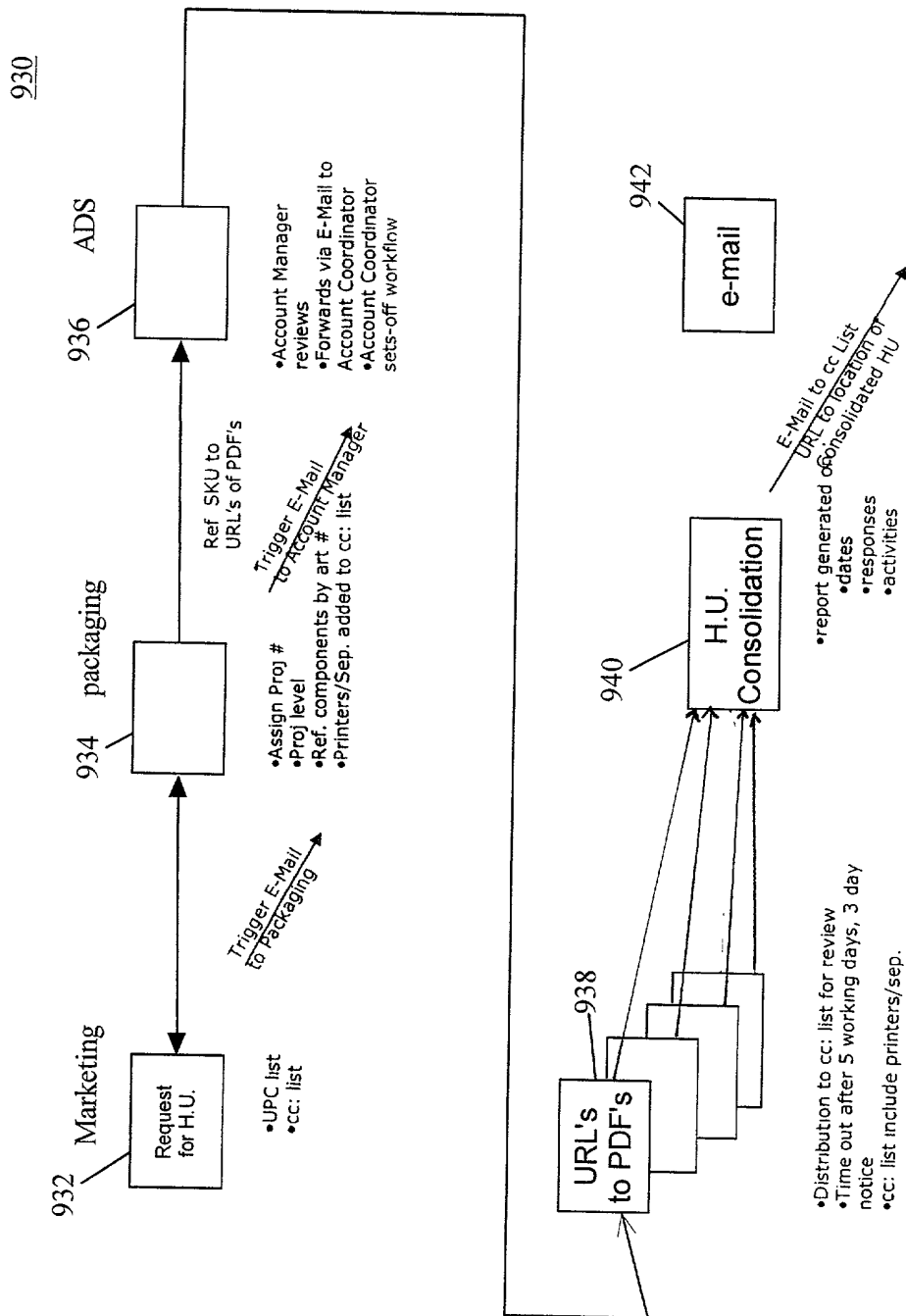




FIG. 9C

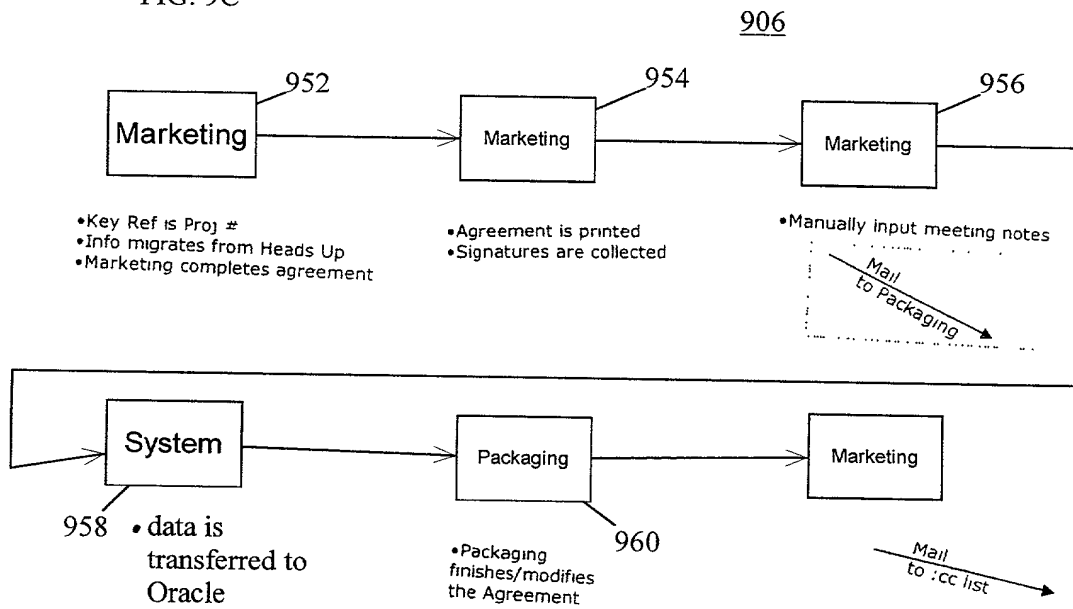
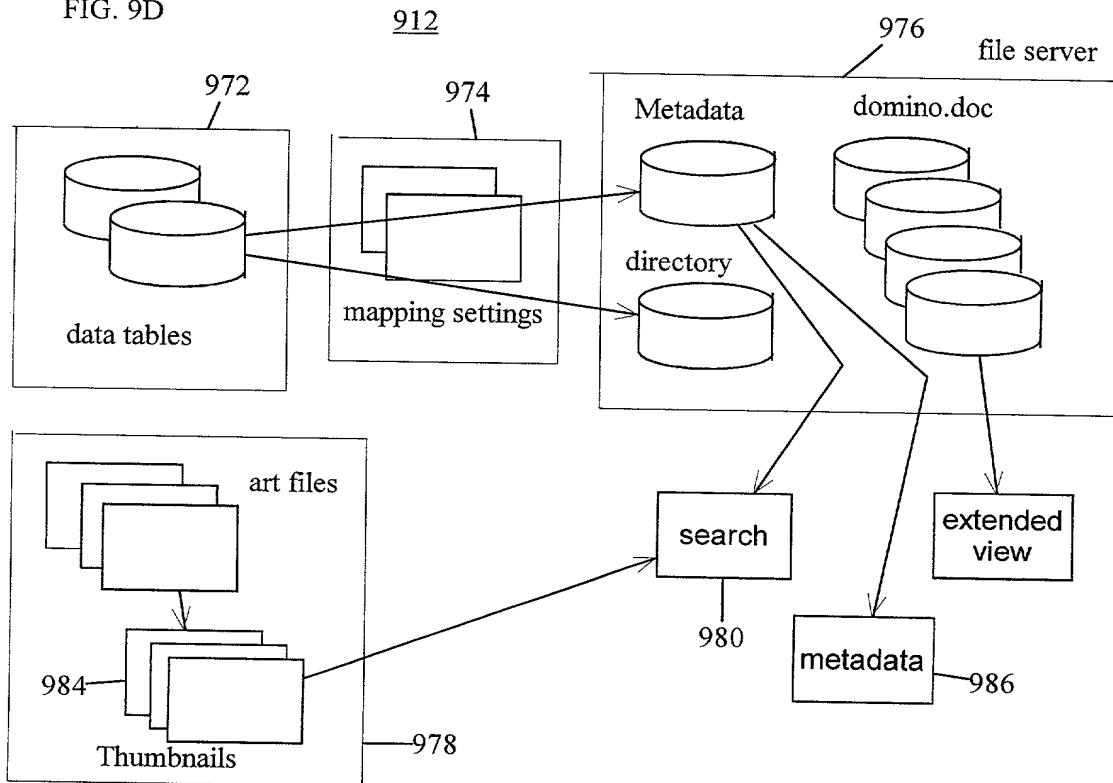


FIG. 9D



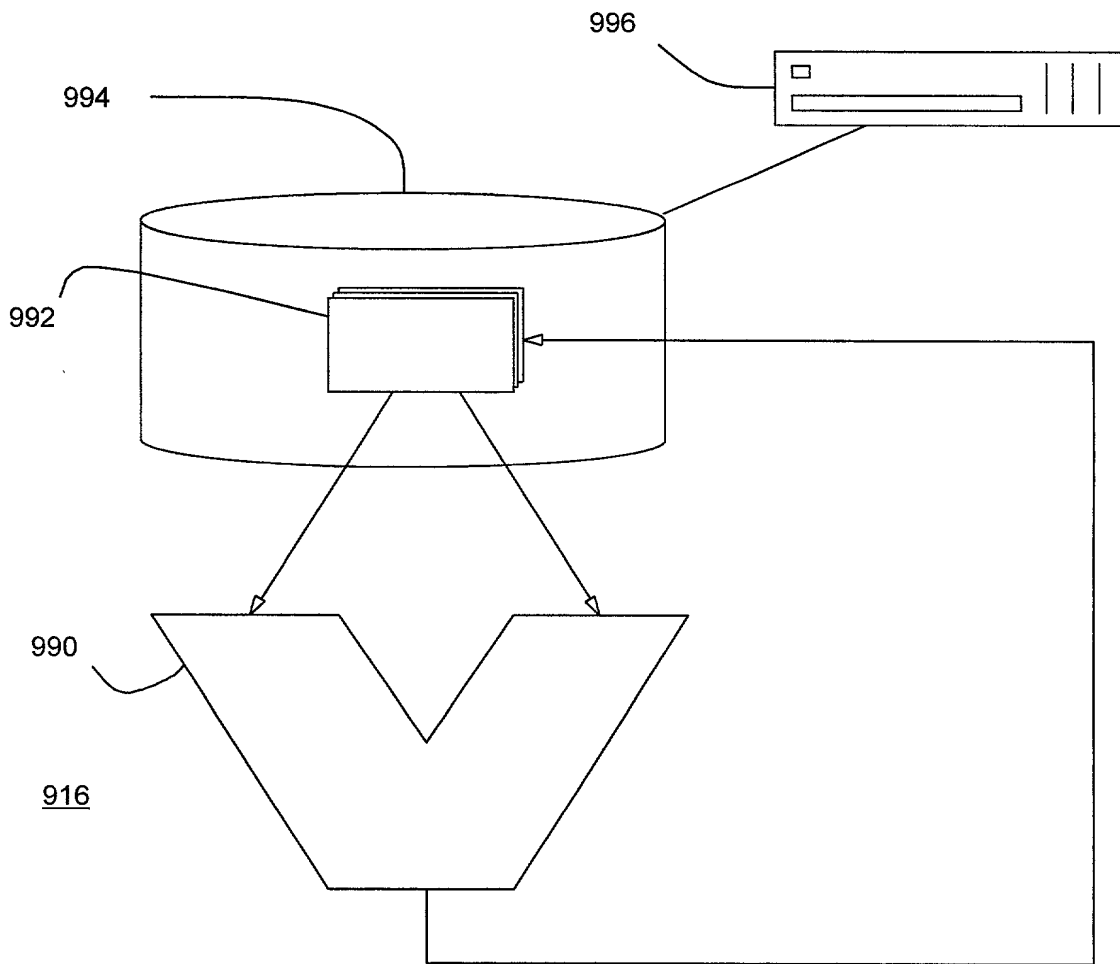


Fig. 9E

FIG. 9F

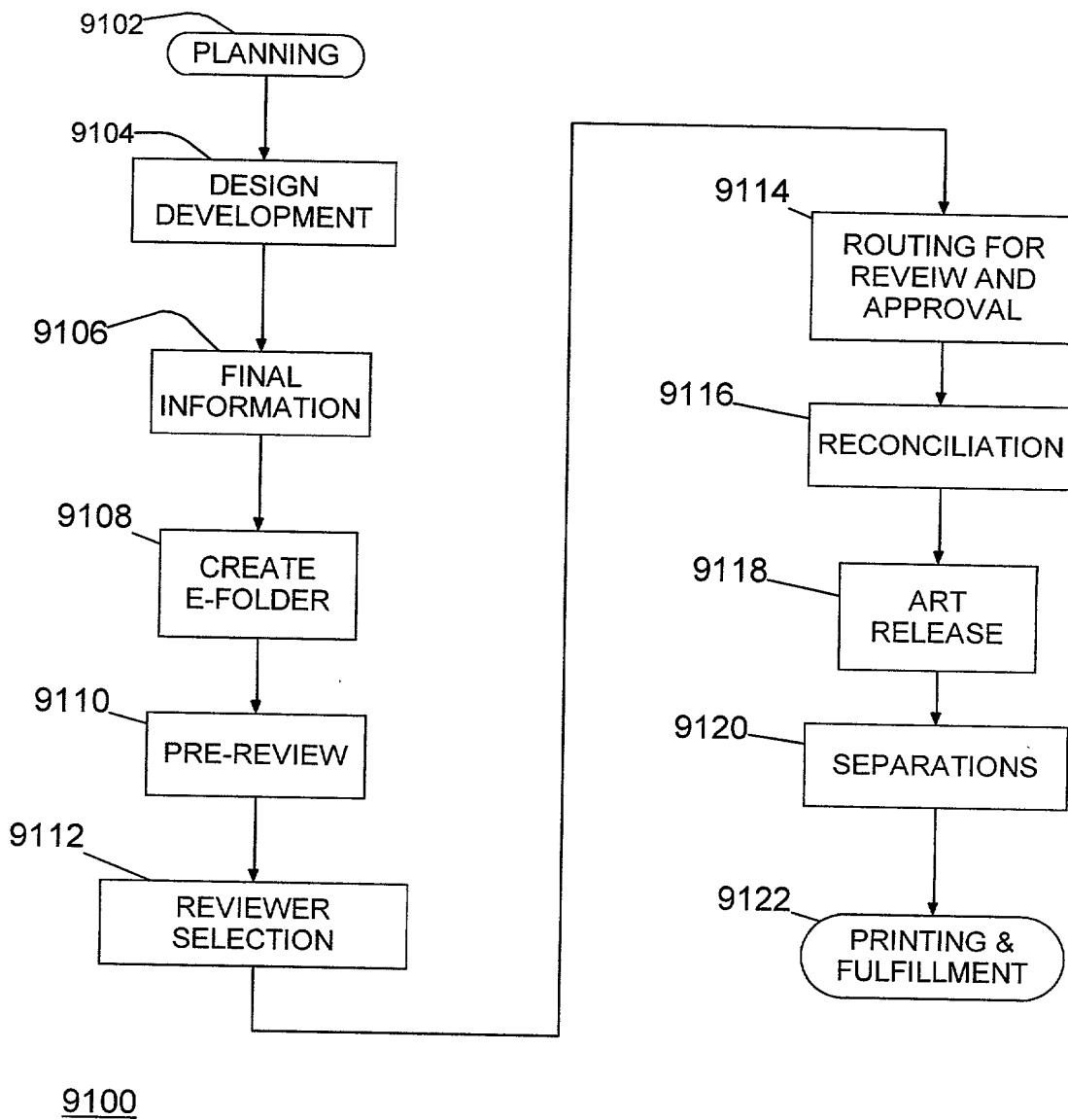
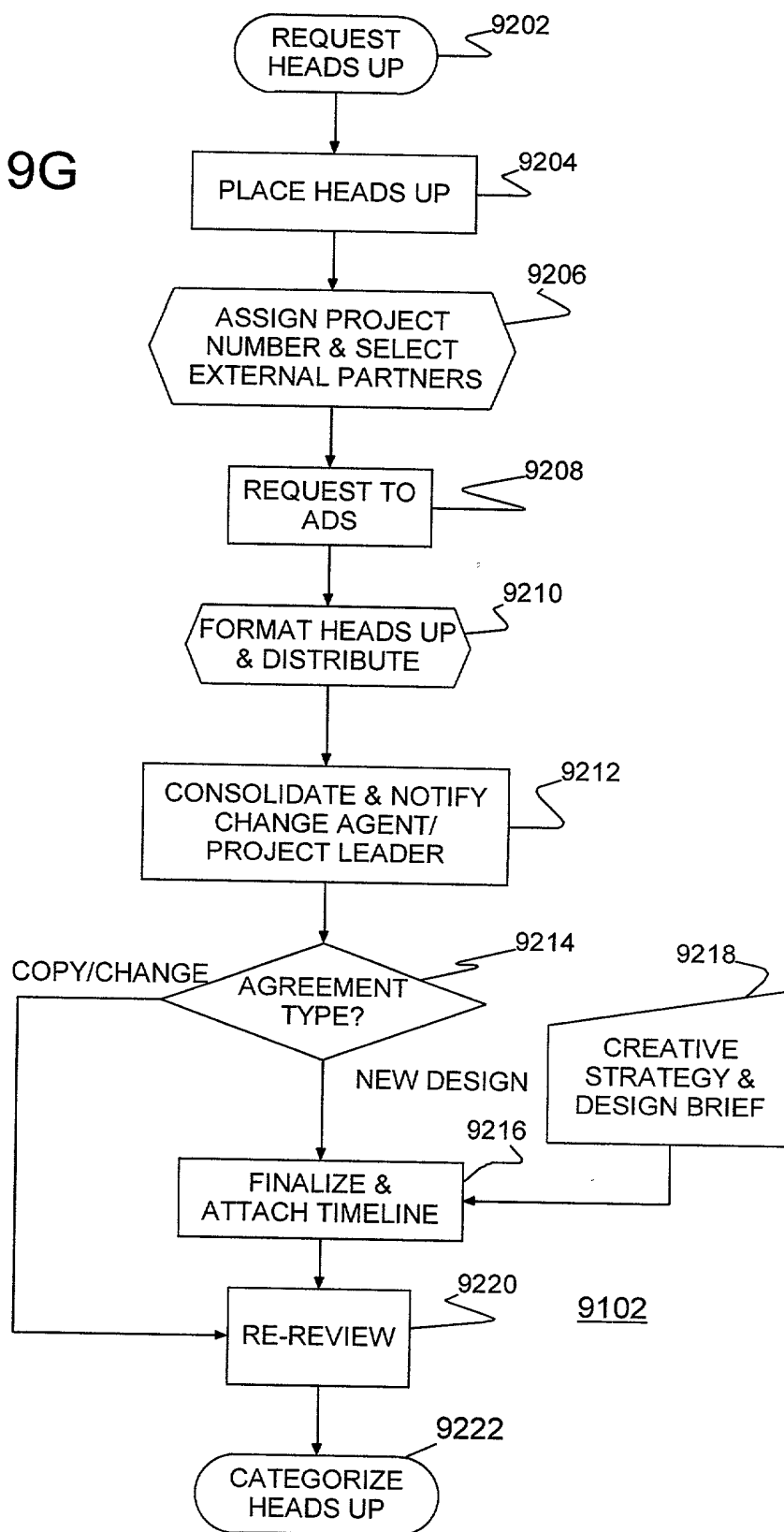


Fig. 9F

Fig. 9G



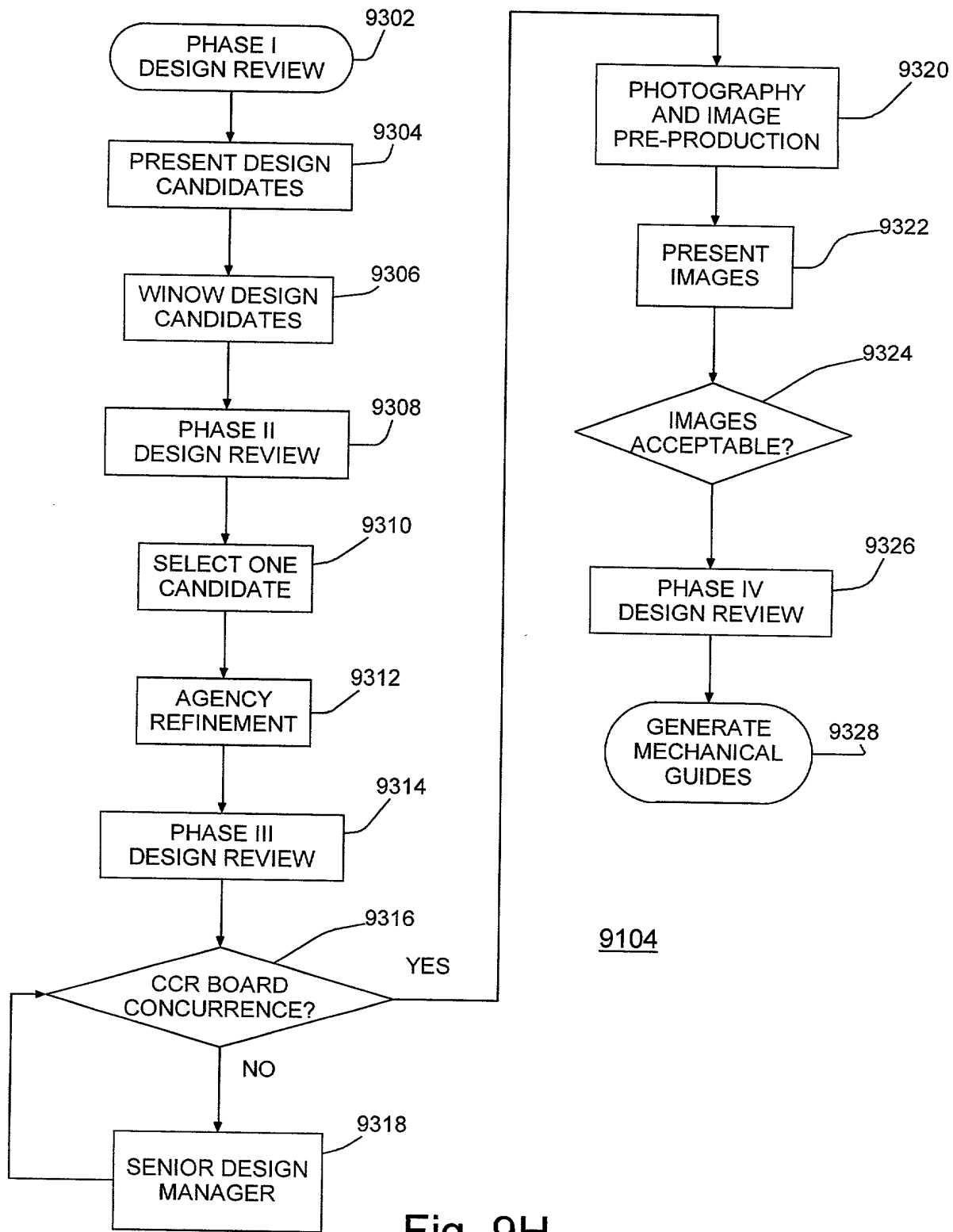


Fig. 9H

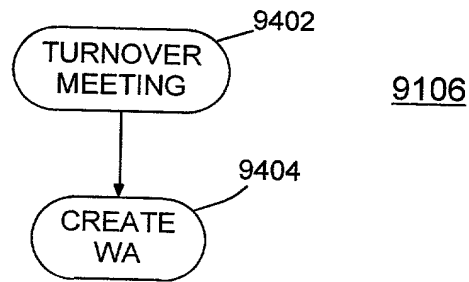


Fig. 9I

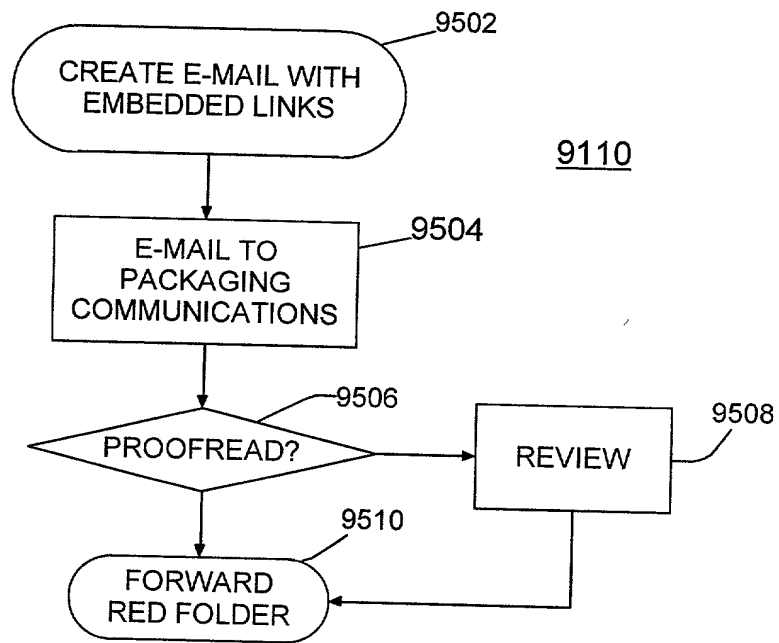


Fig. 9J

Fig. 9K

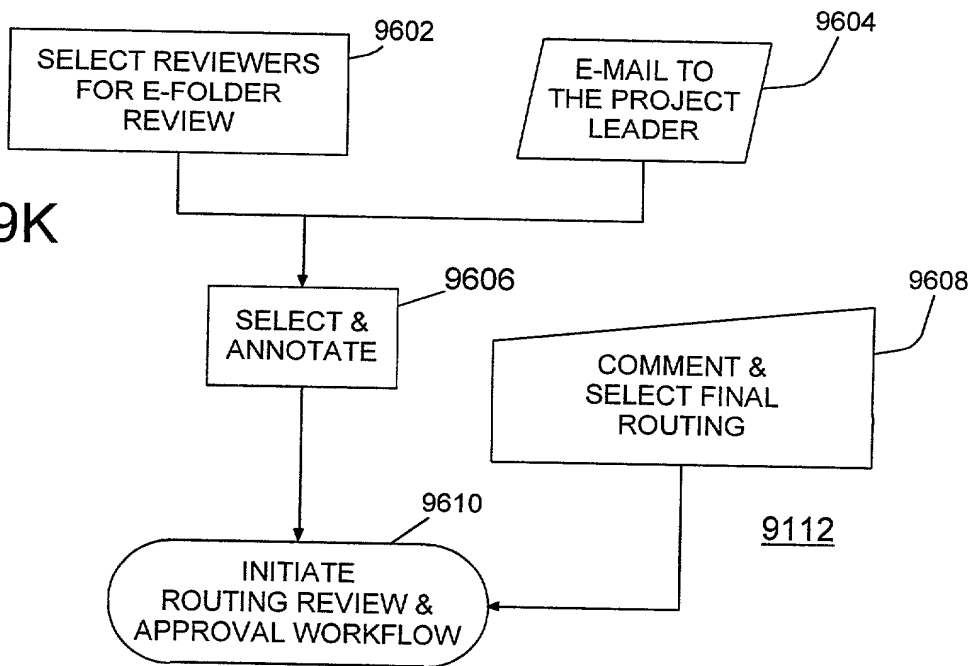
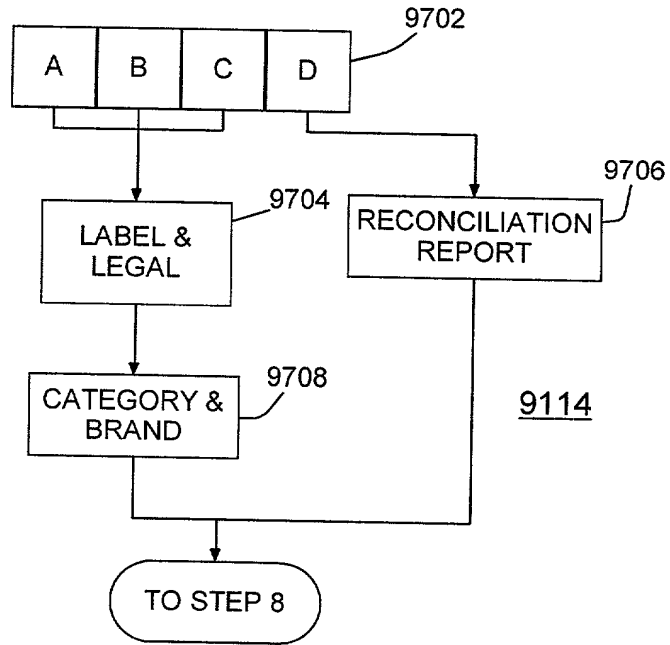


Fig. 9L



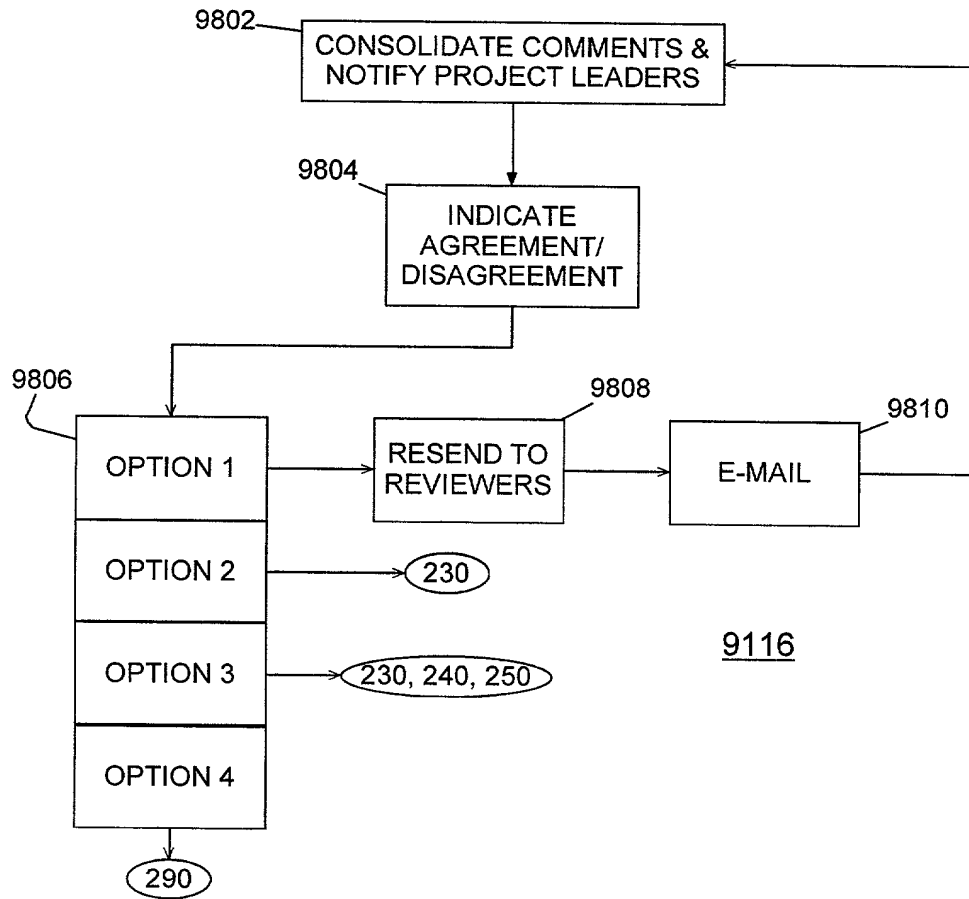


Fig. 9M

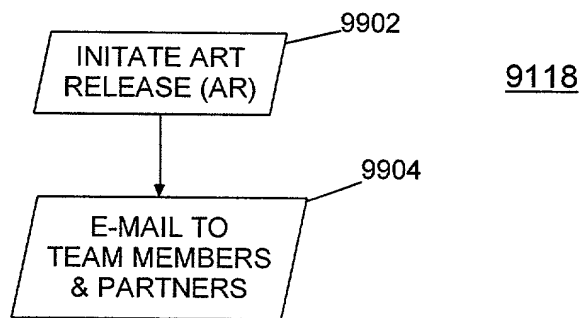


Fig. 9N